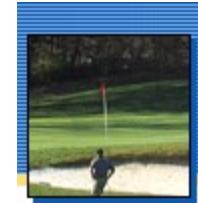
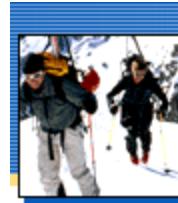


# U.S. Army 2005 MWR Leisure Needs Survey



**Fort Bragg  
North Carolina**

**CALIBER**  
an ICF Consulting Company

# BRIEFING OUTLINE

Fort Bragg

## □ **LEISURE NEEDS SURVEY**

- Project Overview
- Methodology
- Patron Sample
- Products

## □ **SURVEY RESULTS**

- MWR Programs and Facilities
- Army Community Service
- Child and Youth Services
- Better Opportunities for Single Soldiers
- Leisure Activities
- Deployment and MWR
- Career Intentions

## □ **NEXT STEPS**

# PROJECT OVERVIEW

Fort Bragg

## MWR STRATEGIC BUSINESS PLANNING MODEL

### COMPONENTS

Analyzing and forecasting the external environment

Analyzing programs and markets

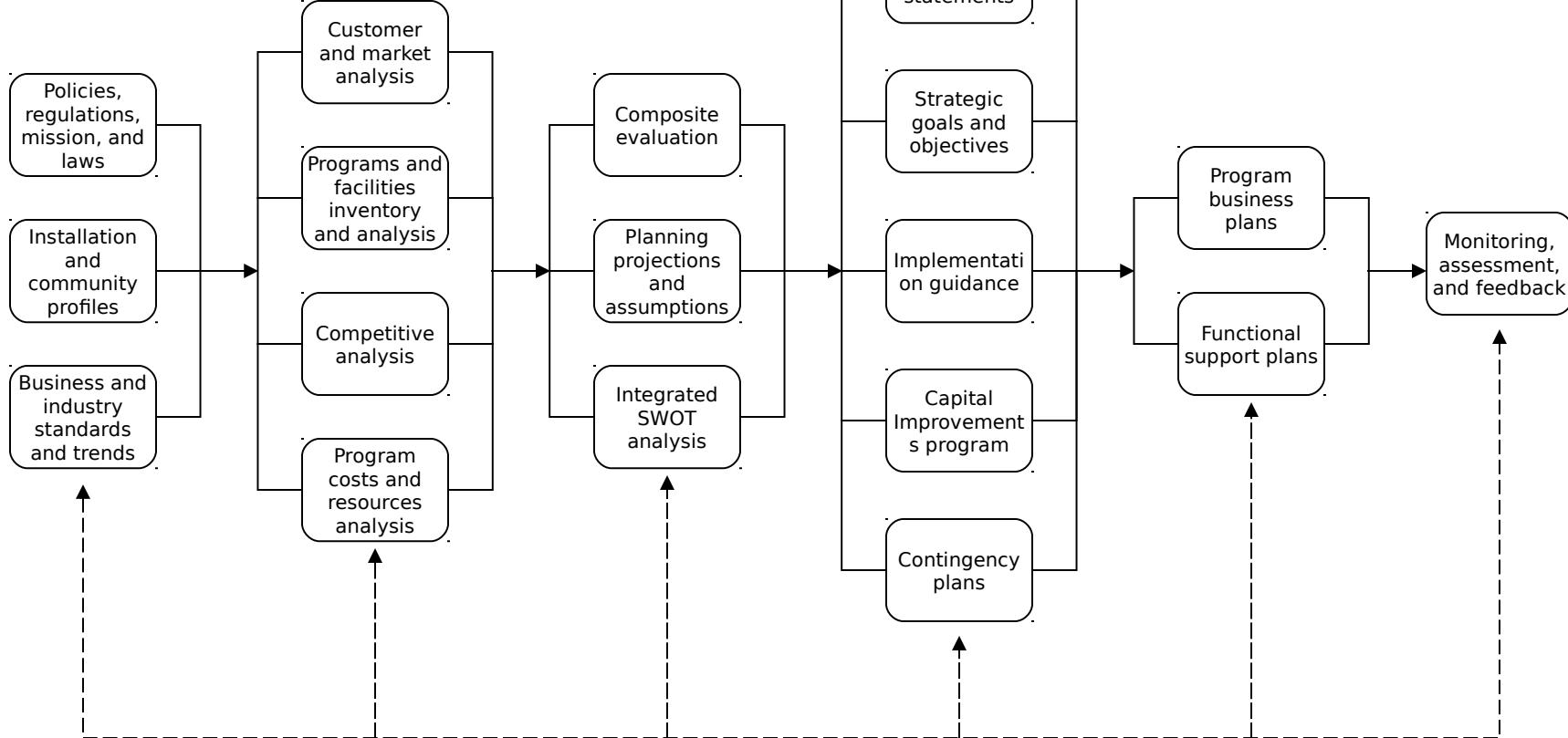
Developing alternatives

Formulating the strategic business plan

Formulating operational business plans

Monitoring and evaluating plan implementation

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# METHODOLOGY

Fort Bragg

## PROJECT SCOPE

- 92 sites were surveyed in 2005
  - Northeast (21 sites)
  - Northwest (10 sites)
  - Southeast (13 sites)
  - Southwest (14 sites)
  - Europe (20 sites)
  - Korea (9 sites)
  - Pacific (5 sites)
- 249,555 surveys were distributed throughout the Army to four patron groups:
  - Active Duty Soldiers
  - Spouses of Active Duty Soldiers (CONUS only)
  - DA Civilians
  - Retirees (CONUS only)
- 4,687 surveys were distributed at Fort Bragg

## SURVEY ADMINISTRATION

- Designed to collect information on installation MWR programs and facilities as well as the leisure activities of your potential market
- 65 multiple choice questions; 7 questions were tailored to your specific installation issues



# METHODOLOGY

Fort Bragg

## □ **SURVEY ADMINISTRATION (Continued)**

- Active Duty and DA Civilian surveys distributed by installation POCs
- Spouses of Active Duty and Retiree surveys direct mailed to home addresses (CONUS only)
- Web survey option offered for the first time to all respondents

# METHODOLOGY

Fort Bragg

## □ SURVEY SAMPLE

- Four population segments
  - Active Duty
  - Spouses of Active Duty (CONUS only)
  - Civilian Employees
  - Retirees (CONUS only)
- Response Rates and Confidence Intervals for each patron group and overall sample

	<u>Survey Population</u>	<u>Surveys Distributed</u>	<u>Surveys Returned</u>	<u>Response Rate</u> *	<u>Confidence Interval</u> **
Army:					
Survey Totals	1,212,240	249,555	50,651	20.91%	± .43%
Ft. Bragg:					
Active Duty	46,826	947	131	13.83 %	± 8.55%
Spouses of Active Duty	18,327	1,581	193	12.21 %	± 7.02%
Civilian Employees	8,692	947	146	15.42 %	± 8.04%
Retirees	13,912	1,212	269	22.19 %	± 5.92%
<b>Total</b>	<b>87,757</b>	<b>4,687</b>	<b>739</b>	<b>15.77 %</b>	<b>± 3.59%</b>

\* Response rate is calculated by dividing the number of surveys returned by the number of surveys distributed. It should be noted that low response rates (i.e., less than 20%) increase the chance that one or more subgroups (e.g., for active duty patron group, E1-E4 is a subgroup) may be over- or under-represented. Any patron groups with fewer than 15 survey respondents do not have their data reported to protect privacy and ensure representativeness.

\*\*A confidence interval for a sample mean tells us the range in which we are likely to find the true population mean: Assume 300 surveys were returned for an active duty patron group of 1,350. 52% responded that they used the gym in the last year. The 95% confidence interval for this case would be ±5%. Thus there is a 95% chance that the TOTAL number of active duty at this installation who used the gym last year is between 47% and 57%. We can be 95% confident that between 634 and 770 active duty used the gym.

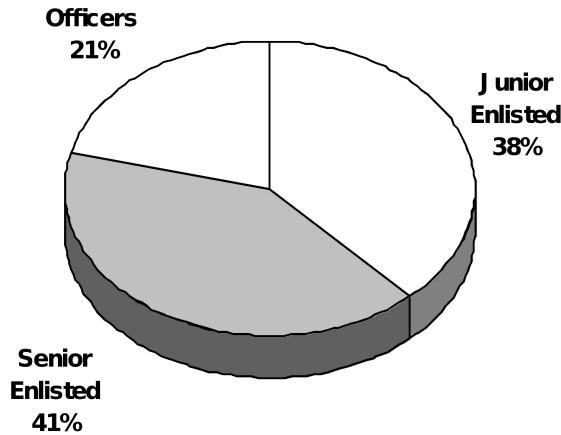
# PATRON SAMPLE\*

Fort Bragg

## RESPONDENT POPULATION SEGMENTS

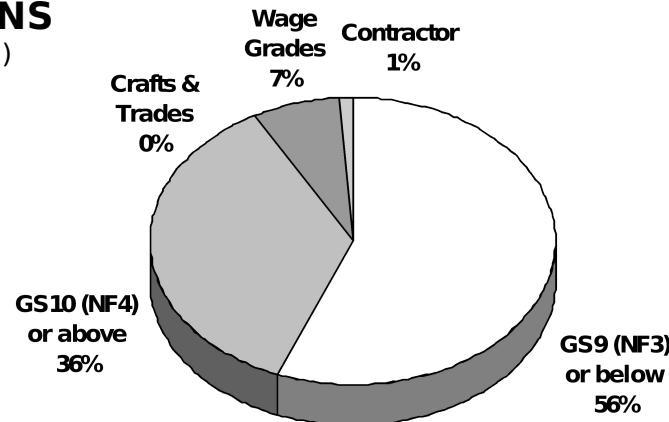
### ACTIVE DUTY

(n = 126)



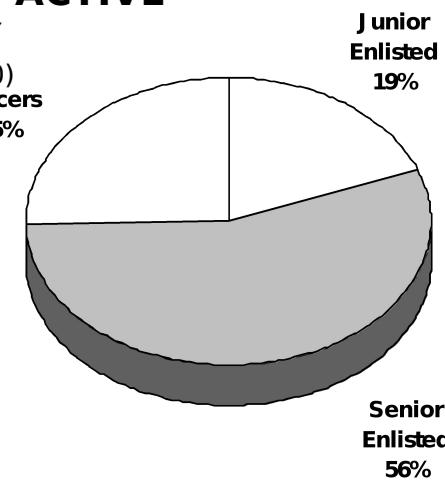
### CIVILIANS

(n = 138)



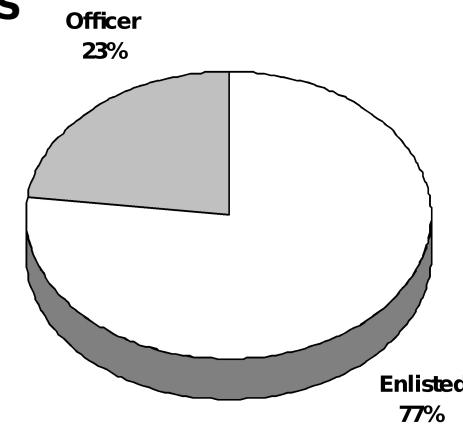
### SPOUSES OF ACTIVE DUTY

(n = 170)  
Officers



### RETIREES

(n = 203)



\*The n provided for each patron group is equal to the number of respondents who provided their rank or paygrade.

# PRODUCTS

Fort Bragg

## □ **PRODUCTS**

- Comprehensive installation report of survey data in electronic form
- SPSS data file provided to installation representatives for further analyses, if desired
- Installation level briefing of findings
- IMA and Army level roll-up reports and briefings

## □ **PRODUCT DISTRIBUTION**

- All products provided on CD
- CD distribution to installation MWR Directors, IMA Headquarters, and U.S. Army Community and Family Support Center

# MWR PROGRAMS & FACILITIES: USAGE AT FT. BRAGG

Fort Bragg

## MOST FREQUENTLY USED FACILITIES

Fitness Center/Gymnasium	57%
Library	36%
Swimming Pool	33%
Bowling Center	30%
Athletic Fields	30%

## LEAST FREQUENTLY USED FACILITIES

BOSS	3%
Cabins & Campgrounds	6%
Bowling Pro Shop	8%
School Age Services	8%
Multipurpose Sports/Tennis Courts	11%

# MWR PROGRAMS & FACILITIES: SATISFACTION AT FT. BRAGG\*

Fort Bragg

## FACILITIES WITH HIGHEST SATISFACTION RATINGS\*

Bowling Pro Shop	4.57
Library	4.51
Multipurpose Sports/Tennis Courts	4.47
Bowling Center	4.42
Automotive Skills	4.36

## FACILITIES WITH LOWEST SATISFACTION RATINGS\*

Army Lodging	3.83
Cabins & Campgrounds	3.97
Child Development Center	4.03
Golf Course	4.03
Swimming Pool	4.03

\*Programs and facilities were rated on a 5 point scale: 5 = Very Satisfied and 1 = Very Dissatisfied

# MWR PROGRAMS & FACILITIES: QUALITY AT FT. BRAGG\*

Fort Bragg

## FACILITIES WITH HIGHEST QUALITY RATINGS\*

Library	4.52
BOSS	4.52
Bowling Pro Shop	4.46
Golf Course Pro Shop	4.37
Multipurpose Sports/Tennis Courts	4.36

## FACILITIES WITH LOWEST QUALITY RATINGS\*

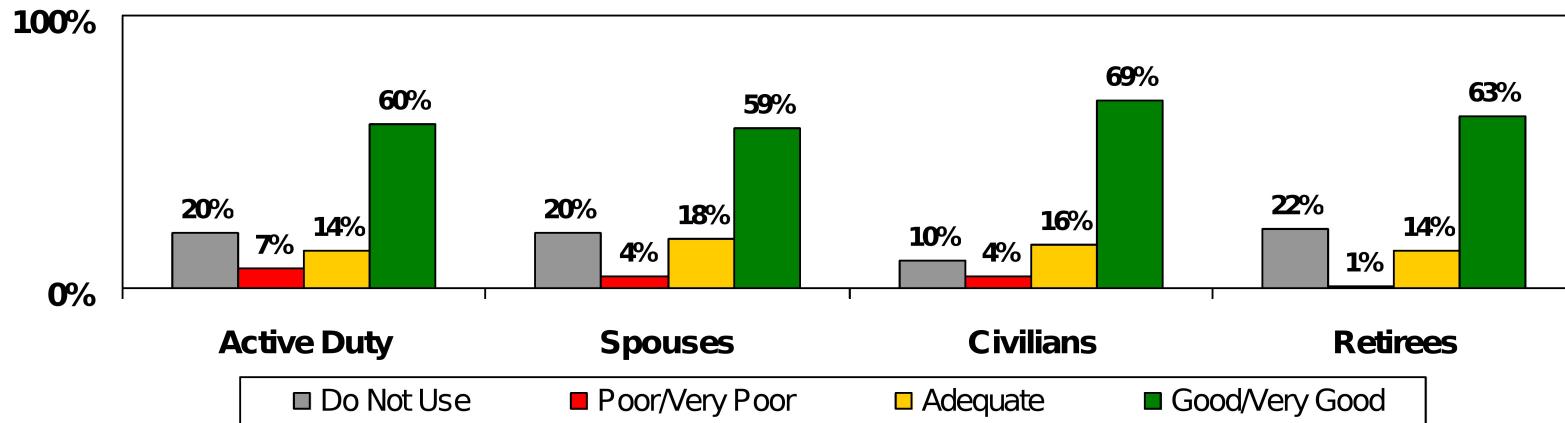
Army Lodging	3.77
Post Picnic Area	3.95
Swimming Pool	3.96
Outdoor Recreation Center	3.99
Athletic Fields	4.03

\*Programs and facilities were rated on a 5 point scale: 5 = Very Good and 1 = Very Poor. These ratings are an average of three quality scores: Building/Facility/Space, Equipment/Furnishings, and Personnel.

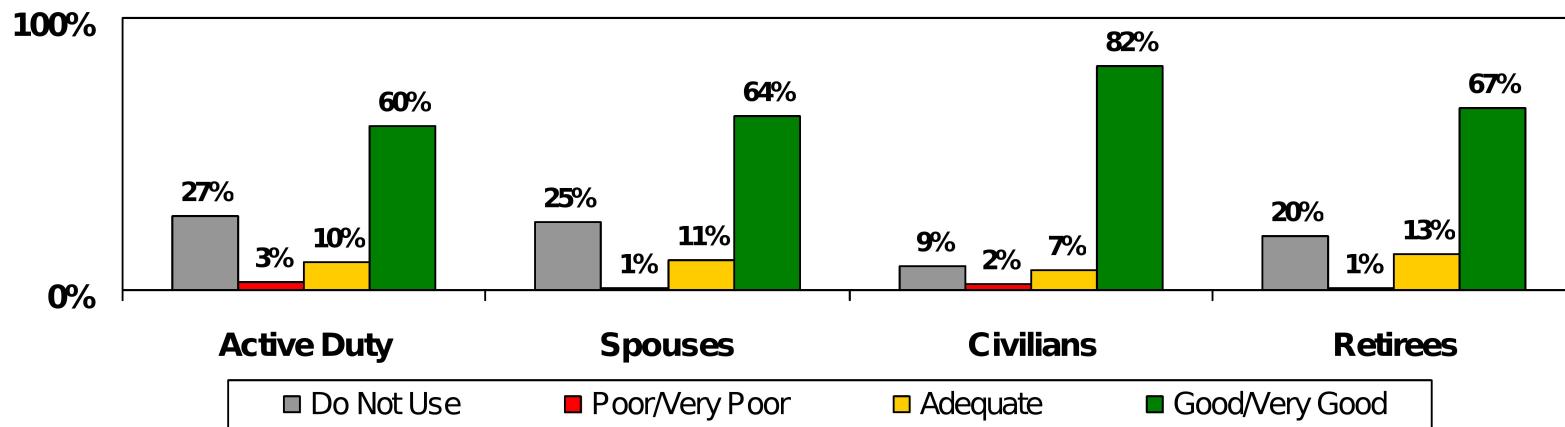
# MWR PROGRAMS & FACILITIES: FOOD AND BEVERAGE SERVICES QUALITY

Fort Bragg

## Quality of On-Post Services



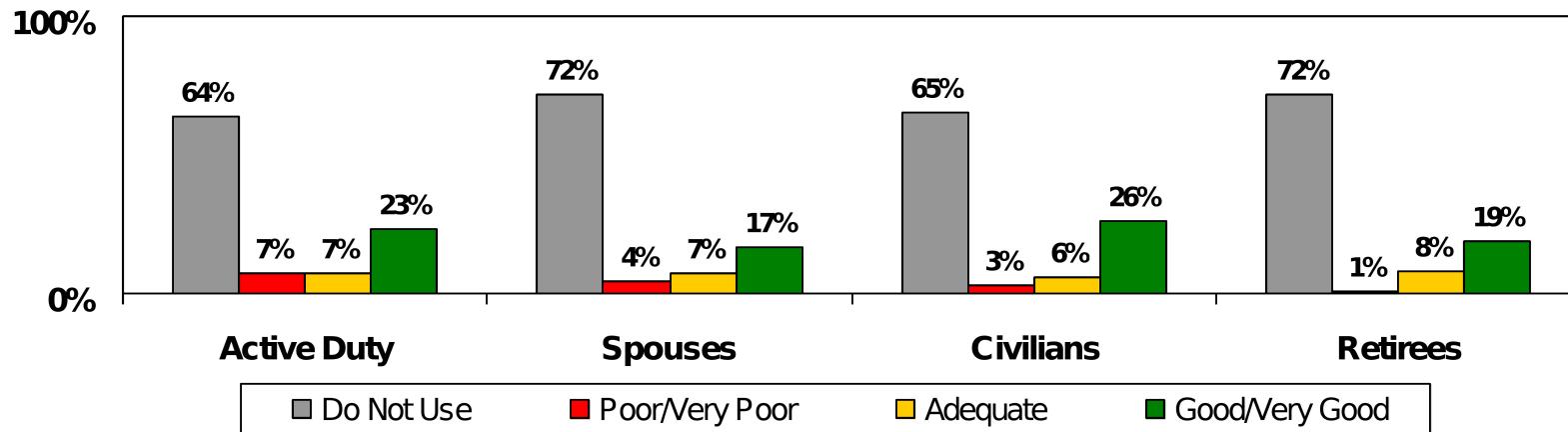
## Quality of Off-Post Services



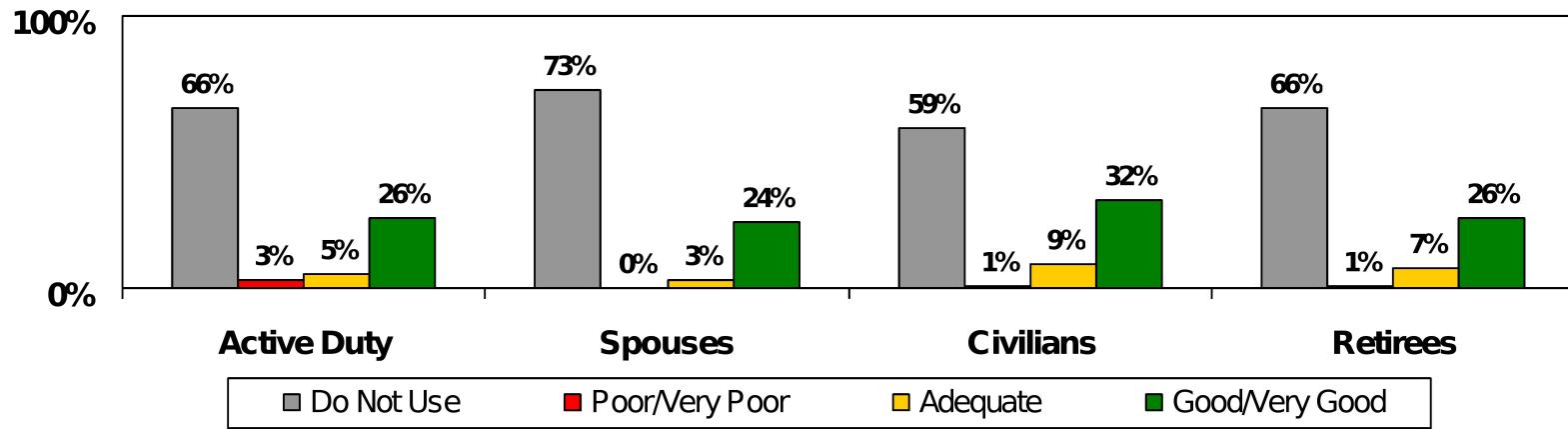
# MWR PROGRAMS & FACILITIES: CATERING SERVICES QUALITY

Fort Bragg

## Quality of On-Post Services



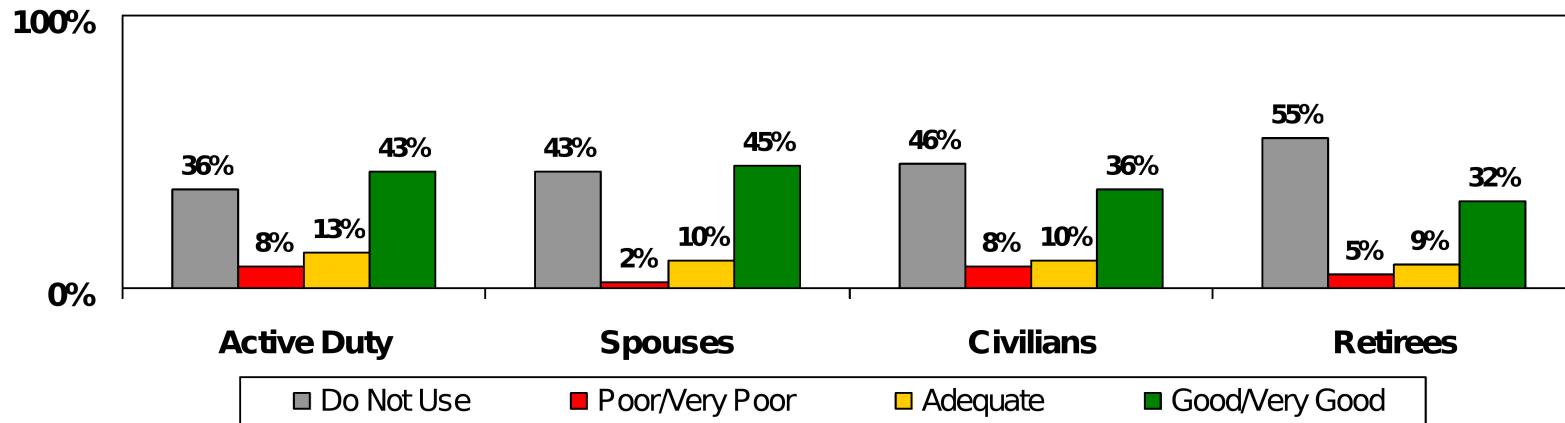
## Quality of Off-Post Services



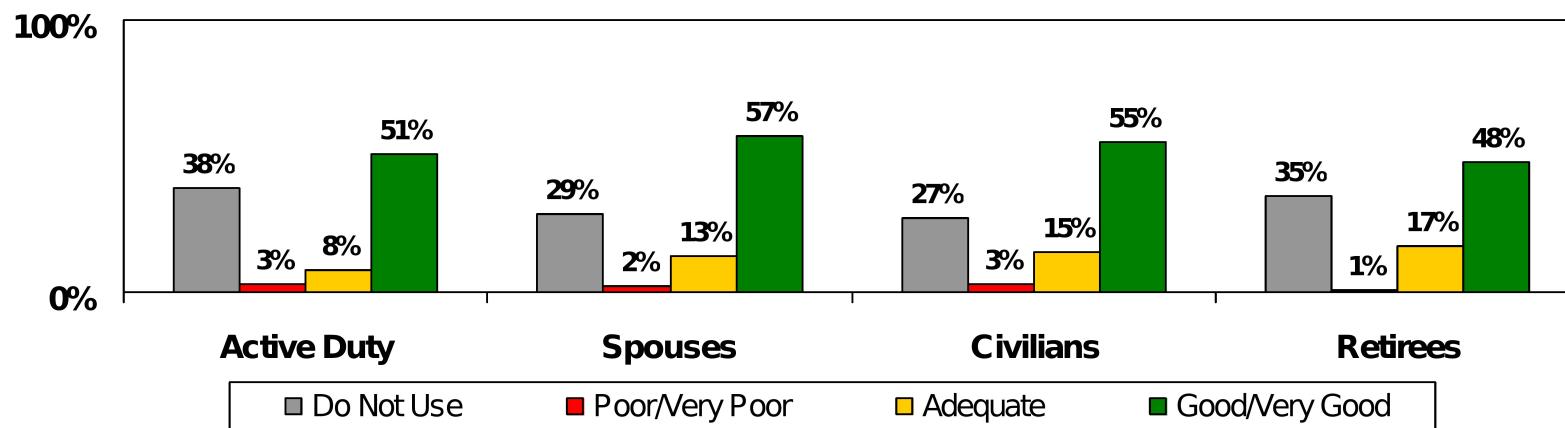
# MWR PROGRAMS & FACILITIES: ENTERTAINMENT SERVICES QUALITY

Fort Bragg

## Quality of On-Post Services

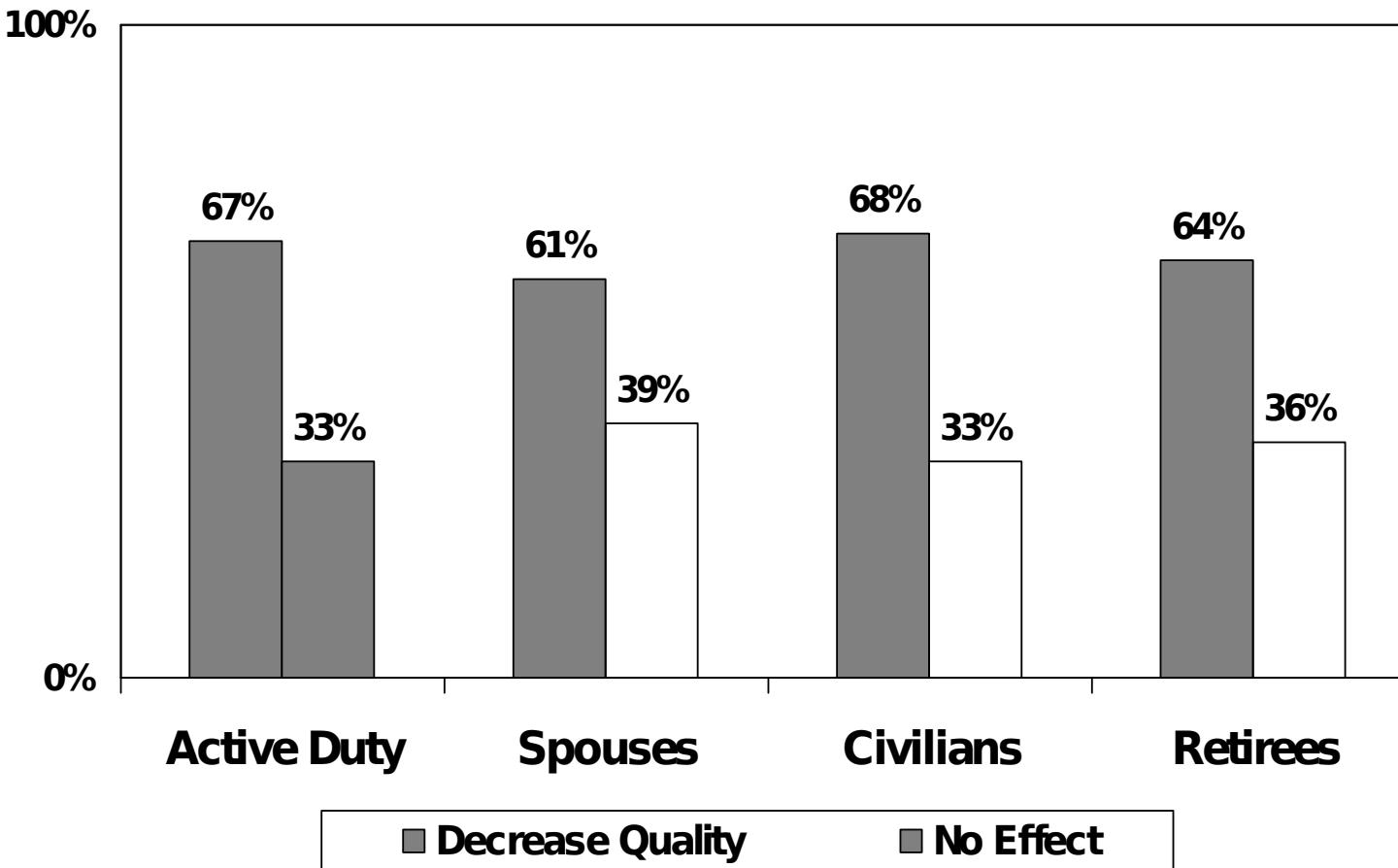


## Quality of Off-Post Services



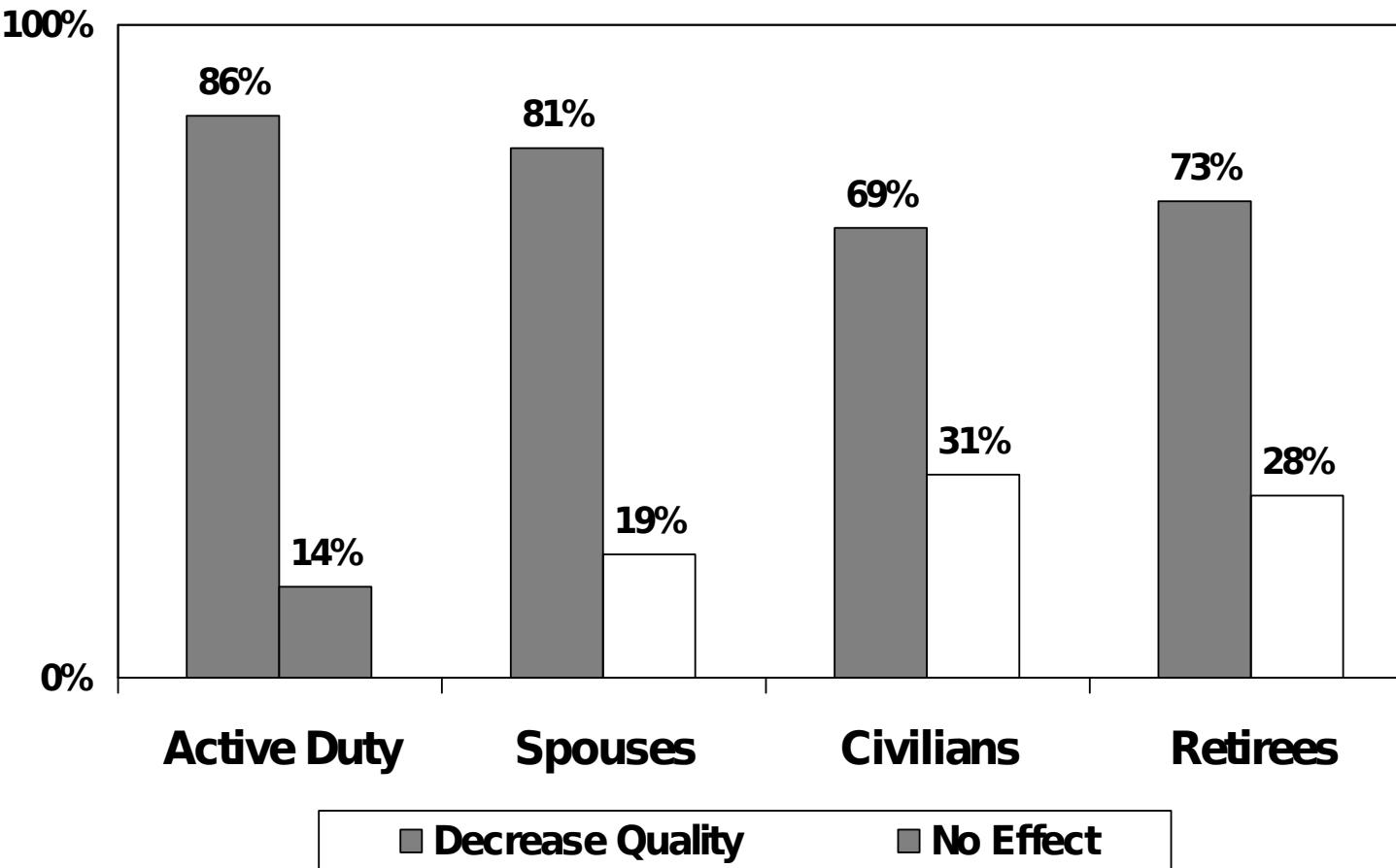
# MWR PROGRAMS & FACILITIES: CLUB PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Bragg



# MWR PROGRAMS & FACILITIES: RECREATION PROGRAM ELIMINATION EFFECT ON ARMY QOL

Fort Bragg



# MWR PROGRAMS & SERVICES: MOST AND LEAST IMPORTANT ACTIVITIES/PROGRAMS

Fort Bragg

## Top 7 Activities/Programs

Fitness Center/Gymnasium	77%
Army Lodging	68%
Library	67%
Child Development Center	57%
Youth Center	56%
Swimming Pool	49%
School Age Services	45%

Respondents were asked to select the 7 most important and 7 least important activities and programs offered on an Army installation.

RV Park	69%
Golf Course Pro Shop	59%
Arts & Crafts Center	54%
Bowling Pro Shop	52%
Golf Course Food & Beverage	44%
Car Wash	44%
Golf Course	42%
Cabins & Campgrounds	40%

## Bottom 7 Activities/Programs

# MWR PROGRAMS & SERVICES: SOURCES OF INFORMATION\*

Fort Bragg

WHERE DO YOU GET INFORMATION?	ACTIVE DUTY	SPOUSES	CIVILIANS	RETIREES	TOTAL
Internet	21%	21%	36%	15%	21%
E-mail	30%	18%	<b>56%</b>	14%	27%
Friends and neighbors	38%	<b>35%</b>	26%	32%	35%
Family Readiness Groups (FRGs)	18%	<b>34%</b>	4%	3%	18%
Bulletin boards on post	<b>49%</b>	26%	33%	33%	40%
Post newspaper	<b>46%</b>	<b>41%</b>	49%	<b>55%</b>	<b>46%</b>
MWR publications	<b>45%</b>	28%	<b>50%</b>	<b>37%</b>	<b>41%</b>
Radio	10%	9%	22%	20%	12%
Television	9%	10%	4%	10%	9%
My child(ren) let(s) me know	5%	6%	1%	2%	4%
Other unit members or co-workers	34%	15%	26%	10%	25%
Unit or post commander or supervisor	20%	5%	11%	1%	13%
Marquees/billboards	18%	13%	31%	22%	19%
Flyers	43%	32%	<b>51%</b>	<b>38%</b>	<b>41%</b>
Other	9%	8%	4%	10%	8%
I never hear anything	6%	11%	4%	9%	7%

\*The top 3 sources of MWR information are shaded for each patron group and the total population.

# MWR PROGRAMS/SERVICES: GENERATE FEELING THAT THE ARMY CARES ABOUT ITS PEOPLE\*

Fort Bragg

MWR PROGRAM/SERVICE	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Army Child and Youth Services	83%	86%
Better Opportunities for Single Soldiers	62%	N/A
Army Community Service	68%	57%
MWR Programs and Services	82%	86%

\* Positive = moderate, great or very great extent

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - ACTIVE DUTY

Fort Bragg

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	58%	91%	9%
Outreach programs	50%	90%	10%
Family Readiness Groups	70%	90%	10%
Relocation Readiness Program	61%	93%	8%
Family Advocacy Program	59%	92%	8%
Crisis intervention	53%	89%	11%
Money management classes, budgeting assistance	60%	88%	12%
Financial counseling, including tax assistance	67%	89%	11%
Consumer information	37%	88%	13%
Employment Readiness Program	49%	86%	14%
Foster child care	29%	73%	27%
Exceptional Family Member Program	58%	85%	15%
Army Family Team Building	51%	86%	14%
Army Family Action Plan	43%	84%	16%

\* Percentage of Active Duty users

# ARMY COMMUNITY SERVICE: AWARENESS AND BENEFIT - SPOUSES

Fort Bragg

ACS PROGRAMS	AWARENESS	BENEFICIAL*	NOT BENEFICIAL*
Information and Referral	52%	91%	9%
Outreach programs	42%	91%	9%
Family Readiness Groups	84%	80%	20%
Relocation Readiness Program	69%	89%	11%
Family Advocacy Program	70%	81%	19%
Crisis intervention	44%	75%	25%
Money management classes, budgeting assistance	61%	78%	22%
Financial counseling, including tax assistance	66%	83%	17%
Consumer information	30%	75%	25%
Employment Readiness Program	63%	74%	26%
Foster child care	17%	63%	38%
Exceptional Family Member Program	58%	75%	25%
Army Family Team Building	55%	85%	15%
Army Family Action Plan	41%	85%	15%

\* Percentage of Spouses of Active Duty Member users

# ARMY COMMUNITY SERVICE: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Bragg

POSITIVE* ACS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Satisfaction with my job	56%	50%
Personal job performance/readiness	58%	50%
Unit cohesion and teamwork	57%	53%
Unit readiness	60%	57%
Relationship with my spouse	60%	44%
Relationship with my children	58%	53%
My family's adjustment to Army life	59%	53%
Family preparedness for deployments	70%	59%
Ability to manage my finances	52%	40%
Feeling that I am part of the military community	57%	54%

\* Positive = moderate, great or very great extent

# CHILD AND YOUTH SERVICES: POSITIVE IMPACTS ON ACTIVE DUTY AND SPOUSES

Fort Bragg

POSITIVE* CYS IMPACTS	ACTIVE DUTY	SPOUSES OF ACTIVE DUTY
Helps minimize lost duty/work time due to lack of child care/youth sponsorship options	89%	86%
Helps minimize lost duty/work time due to lack of child care/youth services	89%	85%
Plays a role in influencing my decision/my spouse's decision to remain in the Army	44%	57%
Allows me to work outside my home	70%	73%
Allows me to work at home	58%	59%
Offers me an employment opportunity within the CYS program	64%	65%
Allows me/my spouse to better concentrate on my/our job(s)	67%	72%
Provides positive growth and development opportunities for my children	85%	85%

\* Positive = moderate, great or very great extent

# BETTER OPPORTUNITIES FOR SINGLE SOLDIERS (BOSS):

Fort Bragg

## POSITIVE IMPACTS ON ACTIVE DUTY

POSITIVE* BOSS IMPACTS	ACTIVE DUTY
Satisfaction with my job	50%
Personal job performance/readiness	55%
Unit cohesion and teamwork	61%
Unit readiness	59%
Ability to manage my finances	52%
Feeling that I am part of the military community	59%
Relationship with my children (single parents)	38%
My family's adjustment to Army life (single parents)	41%
Family preparedness for deployments (single parents)	50%

\* Positive = moderate, great or very great extent

# LEISURE ACTIVITIES: PREFERENCES OVERALL AND BY PATRON GROUP

Fort Bragg

## Top 10 Leisure Activities for All Respondents

Watching TV, videotapes, and DVDs	56%
Entertaining guests at home	50%
Going to movie theaters	50%
Internet access/applications (home)	48%
Going to beaches/lakes	41%
Special family events	39%
Walking	34%
Cardiovascular equipment	34%
Reading	33%
Gardening	31%

## Top 5 for Spouses of Active Duty

Watching TV, videotapes, and DVDs	77%
Going to movie theaters	75%
Entertaining guests at home	72%
Internet access/applications (home)	64%
Special family events	52%

## Top 5 for Civilians

Watching TV, videotapes, and DVDs	62%
Internet access/applications (home)	54%
Gardening	49%
Entertaining guests at home	47%
Special family events	46%

## Top 5 for Active Duty

Watching TV, videotapes, and DVDs	47%
Entertaining guests at home	45%
Going to movie theaters	44%
Internet access/applications (home)	43%
Going to beaches/lakes	41%

## Top 5 for Retirees

Watching TV, videotapes, and DVDs	52%
Internet access/applications (home)	41%
Entertaining guests at home	39%
Walking	34%
Going to movie theaters	34%

# LEISURE ACTIVITIES: PREFERENCES BY ACTIVITY CATEGORY

Fort Bragg

## Team Sports

Basketball	13%
Softball	9%
Touch/flag football	8%
Volleyball	8%
Soccer	8%

## Sports and Fitness

Walking	34%
Cardiovascular equipment	34%
Weight/strength training	29%
Bowling	28%
Running/jogging	26%

## Outdoor Recreation

Going to beaches/lakes	41%
Picnicking	23%
Fishing	22%
Bicycle riding/mountain biking	21%
Camping/hiking/backpacking	21%

## Entertainment

Watching TV, videotapes, and DVDs	56%
Going to movie theaters	50%
Festivals/events	28%
Attending sports events	26%
Plays/shows/concerts	22%

## Social

Entertaining guests at home	50%
Special family events	39%
Dancing	25%
Night clubs/lounges	24%
Happy hour/social hour	18%

## Special Interests

Internet access/applications (home)	48%
Gardening	31%
Automotive detailing/washing	28%
Automotive maintenance & repair	27%
Digital photography	25%

# LEISURE ACTIVITIES: MARKET SHARE OF ACTIVITY PREFERENCES ON POST\*

Fort Bragg

ACTIVITIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	OVERALL PARTICIPATION
Reading	33%	N/A	33%
Reference/research services	24%	N/A	24%
Internet access (library)	23%	N/A	23%
Study/self development	22%	N/A	22%
Cardiovascular equipment	21%	12%	34%
Multi-media (videos, DVDs, CDs)	21%	N/A	21%
Bowling	20%	8%	28%

\*Top 7 leisure activity preferences ranked by on-post participation.

# LEISURE ACTIVITIES: MARKET SHARE OF SPECIAL INTEREST ACTIVITY PREFERENCES BY LOCATION\*

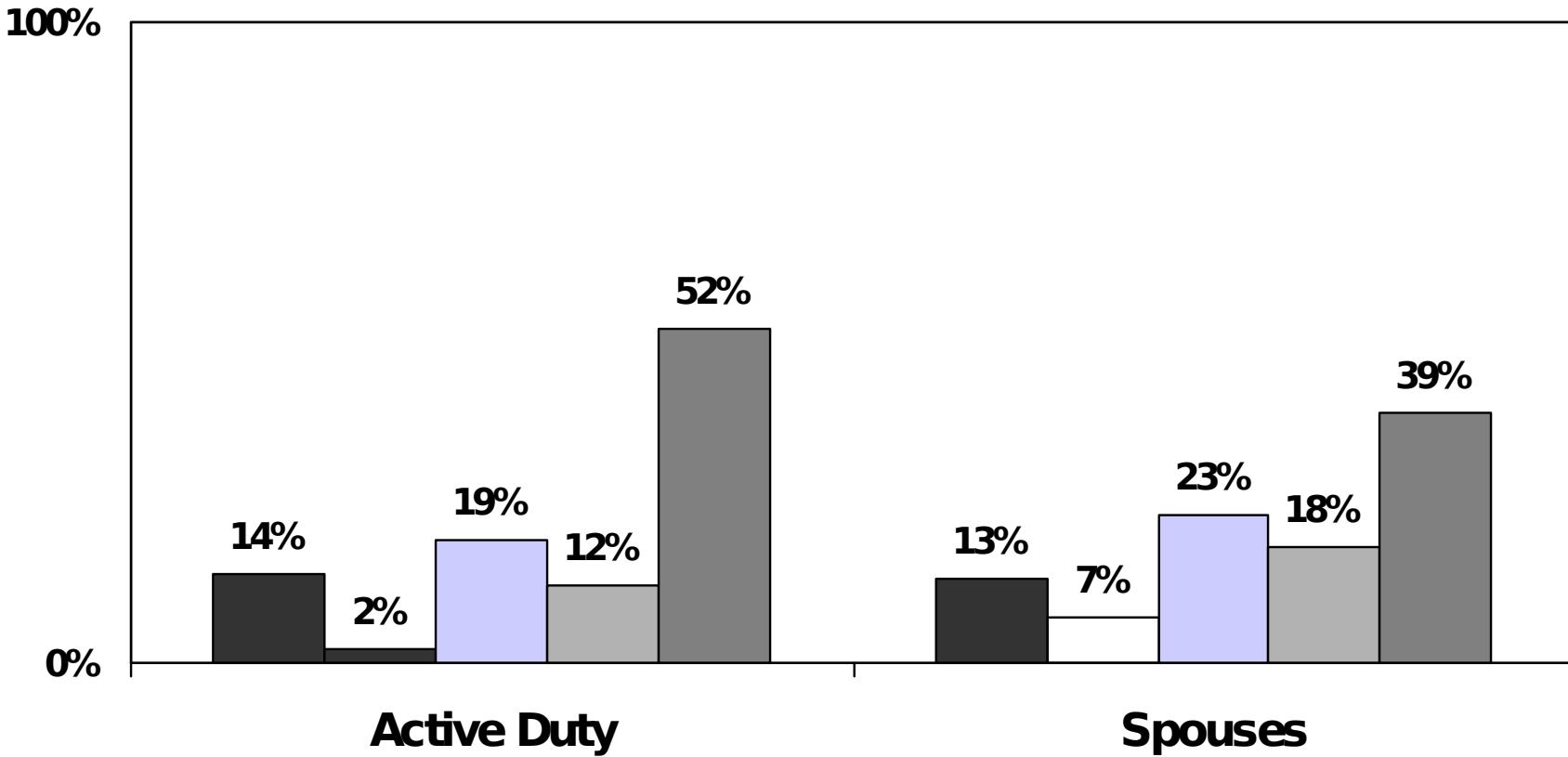
Fort Bragg

ACTMTIES	PARTICIPATED PRIMARILY ON POST	PARTICIPATED PRIMARILY OFF POST	PARTICIPATED PRIMARILY AT HOME	OVERALL PARTICIPATION
Internet access/applications (home)	8%	2%	38%	48%
Gardening	1%	2%	28%	31%
Automotive detailing/washing	5%	9%	14%	28%
Automotive maintenance & repair	8%	9%	10%	27%
Digital photography	2%	5%	18%	25%
Computer games	2%	1%	20%	23%
Trips/touring	1%	12%	0%	13%

\*Top 7 special interest activity preferences ranked by overall participation.

# DEPLOYMENT AND MWR: IMPORTANCE OF ACCESS TO MWR DURING DEPLOYMENT

Fort Bragg

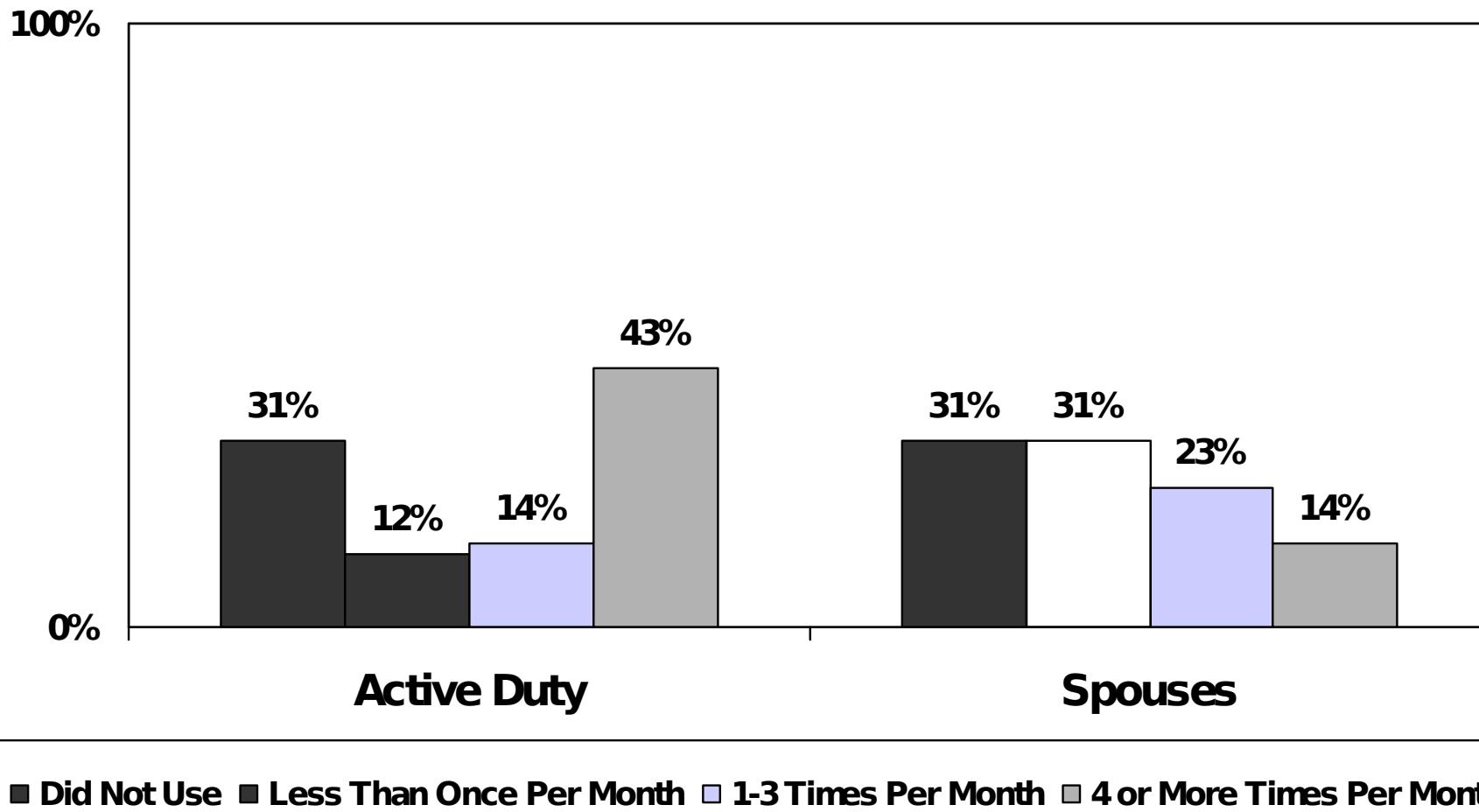


■ Not Important ■ Slightly Important ■ Moderately Important ■ Important ■ Very Important

# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT IN THEATER OR AT HOME

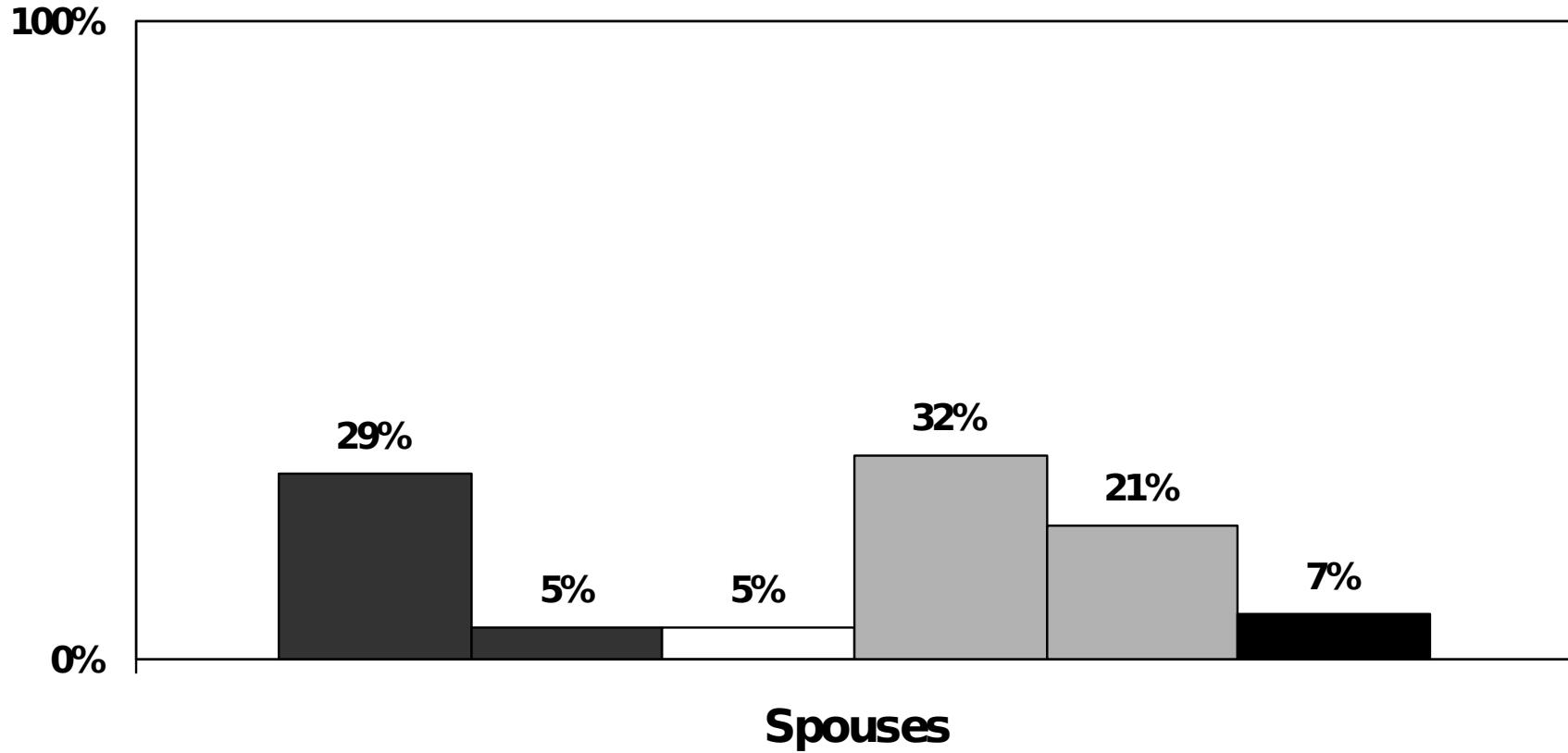
## INSTALLATION

Fort Bragg



# DEPLOYMENT AND MWR: USE OF MWR DURING DEPLOYMENT COMPARED TO NON-DEPLOYMENT

Fort Bragg



■ Did Not Use ■ Much Less □ Somewhat Less □ About the Same □ Somewhat More ■ Much More

# CAREER INTENTIONS: ACTIVE DUTY AND SPOUSES OF ACTIVE DUTY MEMBERS

Fort Bragg

Current Plans About Making the Military Your Career	ACTIVE DUTY
Definitely will not make military a career	10%
Probably will not make military a career	5%
Undecided	20%
Probably will make military a career	16%
Definitely will make military a career	48%

Do You Want Your Spouse to Make the Military His/Her Career?	SPOUSES OF ACTIVE DUTY
No	16%
Not Sure	21%
Yes	63%

# NEXT STEPS

Fort Bragg

## □ **INSTALLATION REPORTS**

- Review information on 91 leisure activities and up to 40 MWR facilities
- Share with Commander and program managers

## □ **DATA APPLICATIONS**

- Action planning for program change and enhancement
- Strategic business planning
- Five year program planning
- Priorities for Project Validation Assessments
- Follow-up focus groups on items of interest or for clarification of findings
- Input into the Installation Status Report (ISR)